$1 Million for Kennedy Book

New York

Dell Books offered the Harper and Row publishing firm $1 million yesterday for the reprint rights to William Manchester's "The Death of a President."

Helen Meyer, president of the firm, said Harper and Row "had taken note of the offer" but had not yet accepted it.

"We decided to go all the way on this book," said the head of the paperback firm.

The offer was believed to be the highest ever made for reprint rights. Dell's previous top price was $500,000 paid for the current best seller "The Secret of Santa Vittoria."

United Press